

Paper Shopping Bag Size Chart

Trade names decoded — dimensions listed as width x gusset (depth) x height, in inches. Serrated-edge kraft lineup with twisted paper handles.

Trade name	Size (W x G x H)	Case pack	Best for
Pup	5 x 3 x 8	250	Jewelry, candles, cosmetics, small gifts
Wine	5 x 3 x 13	250	Single wine bottle
Double Wine	6 x 3 x 13	250	Two wine bottles
Cub *	8 x 5 x 10	250	Gift shop staple — books, mugs, boxed gifts
Debbie	10 x 5 x 13	250	Folded apparel, shoe boxes, mid-size gifts
Bistro	10 x 7 x 12	250	Takeout, wide-based items
Belle	13 x 5 x 10	250	Wide, shallow items — stationery, scarves
Take Out	13 x 7 x 13	250	Restaurant takeout, multiple containers
Senior	13 x 7 x 17	250	Large apparel, multi-item purchases
King	15 x 10 x 15	200	Deep gusset — gift baskets, bulky items
Vogue *	16 x 6 x 12	250	The classic boutique apparel bag
Queen	16 x 6 x 19	200	Coats, bedding, large apparel
Jumbo	18 x 7 x 19	200	Oversized purchases
Magnum	24 x 7 1/4 x 18 3/4	125	Art, frames, oversized flat goods

* = the two most popular retail bag sizes in the United States — a must-have pair in every retail store. Euro totes and specialty handles come in their own size runs.

Ordering rule of thumb: average daily transactions x selling days in the month ≈ bags needed. Most stores stock one small (Pup or Cub), one mid (Debbie or Vogue), and one large (Senior or Queen).